



WKMG

ORDER

Print Date 09/10/12

Page 1 of 4

Flight Dates 09/04/12-09/10/12

Contract / Revision 258125 /

Original Date / Revision

08/31/12 09/10/12

Advertiser POL/Americans For Prosper

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Product

AMER 4 PROSPERITY

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 431

Alt Order # 06302634

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A50+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie | 100% | | |

Order Share 100% Market Value 195000

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| WESH | % | 0 |
| WFTV | % | 0 |
| WKCF | % | 0 |
| WOFL | % | 0 |
| WOPX | % | 0 |
| WRBW | % | 0 |
| WRDQ | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|--------------|--------------|--------|------------|----------|---------|--------------|--------------|
| September 2012 | 38 | \$165,750.00 | \$195,000.00 | 0.00 | 08/27/12 | 09/10/12 | 38 | \$165,750.00 | \$195,000.00 |
| Totals | 38 | \$165,750.00 | \$195,000.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | Totals | |
|-----|------|-------------------|-----------------|--------------------------|-------|-------------------|---------|------|-------|-------------|-----|---------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 1 | WKMG | 09/04/12 | 09/07/12 | Local 6 News 12-1230p CM | | 12-1230p | -TWTF-- | 1:00 | 4 | \$1,600.00 | P-3 | 0.00 NM | 4 | \$6,400.00 |
| | | | | Local 6 News 12-1230p | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | |
| | | Week: 09/03/12 | 09/09/12 | -TWTF-- | | 4 | | | | \$1,600.00 | | 0.00 | | |
| E 2 | WKMG | 09/04/12 | 09/07/12 | News at 6p CM | | 6-630p | -TWTF-- | 1:00 | 4 | \$2,400.00 | P-3 | 0.00 NM | 4 | \$9,600.00 |
| | | | | News at 6p | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | |
| | | Week: 09/03/12 | 09/09/12 | -TWTF-- | | 4 | | | | \$2,400.00 | | 0.00 | | |
| E 3 | WKMG | 09/04/12 | 09/07/12 | News at 7p CM | | 7-7:30p | -TWTF-- | 1:00 | 4 | \$3,000.00 | P-3 | 0.00 NM | 4 | \$12,000.00 |
| | | | | News at 7p | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | |
| | | Week: 09/03/12 | 09/09/12 | -TWTF-- | | 4 | | | | \$3,000.00 | | 0.00 | | |
| E 4 | WKMG | 09/04/12 | 09/07/12 | M-F 11p News CM | | 11-1135p | -TWTF-- | 1:00 | 4 | \$4,400.00 | P-3 | 0.00 NM | 4 | \$17,600.00 |
| | | | | M-F 11p News | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | |



WKMG

Print Date: 09/10/12

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Contract / Revision 258125 Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 08/31/12/ 09/10/12

Order Sep 00:15:00

Advertiser POL/Americans For Prospe Product AMER 4 PROSPERITY

Estimate # 431

| | | | | | | | | | | | | | | Totals | |
|-------|------|--------------------|-----------------|---------------------------------------------------|--------------------|----------------|-----------------------|------|------------------------|---------------|--------------|------------|-------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 4 | WKMG | 09/04/12 | 09/07/12 | M-F 11p News M-F 11p News | CM | 11-1135p | -TWTF-- | 1:00 | 4 | \$4,400.00 | P-3 | 0.00 | NM | 4 | \$17,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -TWTF-- | 4 | | \$4,400.00 | | 0.00 | | | | | | |
| E 5 | WKMG | 09/04/12 | 09/04/12 | Tue Prime 9p NCIS:LA | CM | 9-10p | -1----- | 1:00 | 1 | \$14,000.00 | P-3 | 0.00 | NM | 1 | \$14,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -1----- | 1 | | \$14,000.00 | | 0.00 | | | | | | |
| E 6 | WKMG | 09/04/12 | 09/04/12 | Tue 1 Hour Special/10p Democratic Convention - | CM | 10-11p | -1----- | 1:00 | 1 | \$12,000.00 | P-3 | 0.00 | NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -1----- | 1 | | \$12,000.00 | | 0.00 | | | | | | |
| E 7 | WKMG | 09/06/12 | 09/06/12 | Thu 1 Hour Special/10p Democratic Convention-T | CM | 10-11p | ---1--- | 1:00 | 1 | \$12,000.00 | P-3 | 0.00 | NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | ---1--- | 1 | | \$12,000.00 | | 0.00 | | | | | | |
| E 8 | WKMG | 09/07/12 | 09/07/12 | Fri Prime 9p CSI:NY | CM | 9-10p | ----1-- | 1:00 | 1 | \$10,000.00 | P-3 | 0.00 | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | ----1-- | 1 | | \$10,000.00 | | 0.00 | | | | | | |
| E 9 | WKMG | 09/07/12 | 09/07/12 | Fri Prime 10p Blue Bloods | CM | 10-11p | ----1-- | 1:00 | 1 | \$14,000.00 | P-3 | 0.00 | NM | 1 | \$14,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | ----1-- | 1 | | \$14,000.00 | | 0.00 | | | | | | |
| E 10 | WKMG | 09/08/12 | 09/08/12 | 7-9a CBS This Morn Sa 7-9a Sat Early Show | CM | 7-9a | -----2- | 1:00 | 2 | \$800.00 | P-3 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----2- | 2 | | \$800.00 | | 0.00 | | | | | | |
| E 11 | WKMG | 09/08/12 | 09/08/12 | Sat 6p News Sat Local 6 News at 6p | CM | 6-630p | -----1- | 1:00 | 1 | \$1,100.00 | P-3 | 0.00 | NM | 1 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----1- | 1 | | \$1,100.00 | | 0.00 | | | | | | |
| E 12 | WKMG | 09/08/12 | 09/08/12 | Sat Prime 9p No Show/See US Open V | CM | 9-10p | -----2- | 1:00 | 2 | \$6,000.00 | P-3 | 0.00 | NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----2- | 2 | | \$6,000.00 | | 0.00 | | | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | | 1 | WKMG | 09/03/12-09/09/12 | Sat Prime 9p | | 9-10p | | -----Sa-- | 1:00 | (\$6,000.00) | 0.00 | NM | | |
| | | See MG 12.5 | | | | | | | | | | | | | |
| | | 2 | WKMG | 09/03/12-09/09/12 | Sat Prime 9p | | 9-10p | | -----Sa-- | 1:00 | (\$6,000.00) | 0.00 | NM | | |
| | | See MG 12.5 | | | | | | | | | | | | | |
| | | 5 | WKMG | 09/09/12-09/09/12 | NFL Game 1 | | various | | (1:00 PM-4:00 P-----Su | 1:00 | \$12,000.00 | 0.00 | NM | | |
| | | Ⓜ MG for 12.2,12.1 | | | | | | | | | | | | | |
| E 13 | WKMG | 09/08/12 | 09/08/12 | Sat 11p News Sat 11p News | CM | 11-1135p | -----1- | 1:00 | 1 | \$4,400.00 | P-3 | 0.00 | NM | 1 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----1- | 1 | | \$4,400.00 | | 0.00 | | | | | | |
| E 14 | WKMG | 09/09/12 | 09/09/12 | CBS Sunday Morning CBS Sunday Morning | CM | 9-1030a | -----1 | 1:00 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----1 | 1 | | \$3,000.00 | | 0.00 | | | | | | |



WKMG

Print Date: 09/10/12

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Contract / Revision 258125 Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 08/31/12/ 09/10/12

Order Sep 00:15:00

Advertiser POL/Americans For Prospe Product AMER 4 PROSPERITY

Estimate # 431

| | | | | | | | | | | | | | | Totals | |
|-------------------------------|-----------|-------------------|-----------------|------------------------------------------------|-------------------|-----------------------|-----------------|---------------|---------------|-------------------------|-----|------------|-------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 15 | WKMG | 09/09/12 | 09/09/12 | Face The Nation Face The Nation | CM | 1030-11a | -----1 | 1:00 | 1 | \$2,200.00 | P-3 | 0.00 | NM | 1 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----1 | 1 | | \$2,200.00 | | 0.00 | | | | | | |
| E 16 | WKMG | 09/09/12 | 09/09/12 | CBS Evening News CBS Eve News | CM | 630-7p | -----1 | 1:00 | 1 | \$1,300.00 | P-3 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----1 | 1 | | \$1,300.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WKMG | 09/03/12-09/09/12 | | CBS Evening News | | 630-7p | -----Su | 1:00 | | (\$1,300.00) | | 0.00 | NM | | |
| See MG 16.2 | | | | | | | | | | | | | | | |
| [NO NEWS] | | | | | | | | | | | | | | | |
| 2 | WKMG | 09/10/12-09/10/12 | | Morn News at 6a | | 6-7a | M----- | 1:00 | | \$1,300.00 | | 0.00 | NM | | |
| Ⓜ MG for 16.1 09/09 | | | | | | | | | | | | | | | |
| E 17 | WKMG | 09/09/12 | 09/09/12 | Sun Prime 7-8p Sun 7-8p | CM | 7-8p | -----1 | 1:00 | 1 | \$14,000.00 | P-3 | 0.00 | NM | 1 | \$14,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----1 | 1 | | \$14,000.00 | | 0.00 | | | | | | |
| E 18 | WKMG | 09/09/12 | 09/09/12 | Sun Prime 9-10p Good Wife | CM | 9-10p | -----1 | 1:00 | 1 | \$10,000.00 | P-3 | 0.00 | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----1 | 1 | | \$10,000.00 | | 0.00 | | | | | | |
| E 19 | WKMG | 09/09/12 | 09/09/12 | Sun Prime 10-11p The Mentalist | CM | 10-11p | -----1 | 1:00 | 1 | \$10,000.00 | P-3 | 0.00 | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----1 | 1 | | \$10,000.00 | | 0.00 | | | | | | |
| E 20 | WKMG | 09/09/12 | 09/09/12 | Sun 11p News Sun 11p News | CM | 11-1135p | -----1 | 1:00 | 1 | \$4,400.00 | P-3 | 0.00 | NM | 1 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | -----1 | 1 | | \$4,400.00 | | 0.00 | | | | | | |
| E 21 | WKMG | 09/10/12 | 09/10/12 | Local 6 News 12-1230p Local 6 News 12-1230p | CM | 12-1230p | 1----- | 1:00 | 1 | \$1,600.00 | P-3 | 0.00 | NM | 1 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | 1----- | 1 | | \$1,600.00 | | 0.00 | | | | | | |
| E 22 | WKMG | 09/10/12 | 09/10/12 | News at 6p News at 6p | CM | 6-630p | 1----- | 1:00 | 1 | \$2,400.00 | P-3 | 0.00 | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | 1----- | 1 | | \$2,400.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WKMG | 09/10/12-09/16/12 | | News at 6p | | 6-630p | M----- | 1:00 | | (\$2,400.00) | | 0.00 | NM | | |
| See MG 22.2 | | | | | | | | | | | | | | | |
| [Program lost due to US Open] | | | | | | | | | | | | | | | |
| 2 | WKMG | 09/10/12-09/10/12 | | Men's Final | | 4p-7p | M----- | 1:00 | | \$2,400.00 | | 0.00 | NM | | |
| Ⓜ MG for 22.1 09/10 | | | | | | | | | | | | | | | |
| E 23 | WKMG | 09/10/12 | 09/10/12 | News at 7p News at 7p | CM | 7-7:30p | 1----- | 1:00 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | 1----- | 1 | | \$3,000.00 | | 0.00 | | | | | | |
| E 24 | WKMG | 09/10/12 | 09/10/12 | M-F 11p News M-F 11p News | CM | 11-1135p | 1----- | 1:00 | 1 | \$4,400.00 | P-3 | 0.00 | NM | 1 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |



WKMG

Print Date: 09/10/12

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Contract / Revision **258125** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/31/12/ 09/10/12

Order Sep 00:15:00

Advertiser **POL/Americans For Prospe** Product **AMER 4 PROSPERITY**

Estimate # **431**

| | | | | | | | | | | | | | Totals | | |
|-------|------|-------------------|-----------------|--------------------------------|-------------------|----------------|-------------|------|---------------|-------------|-----|----------|--------|-------------|--------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount | |
| E 24 | WKMG | 09/10/12 | 09/10/12 | M-F 11p News M-F 11p News | CM | 11-1135p | 1----- | 1:00 | 1 | \$4,400.00 | P-3 | 0.00 NM | 1 | \$4,400.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | 1----- | 1 | | \$4,400.00 | | 0.00 | | | | | | |
| E 25 | WKMG | 09/10/12 | 09/10/12 | Mon Prime 10p Hawaii Five-O | CM | 10-11p | 1----- | 1:00 | 1 | \$12,000.00 | P-3 | 0.00 NM | 1 | \$12,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | 1----- | 1 | | \$12,000.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 38 | \$195,000.00 |